

## ABSTRACT

Methods, apparatus and system, including computer program products, implementing and using techniques for delivering media files to a particular digital media playback device. The system includes a content server and a download manager. The content server receives 5 device-identifying information obtained from a particular digital media playback device and distributes media files in response to the received device-identifying information. The download manager obtains device-identifying information from a particular digital media playback device that is in communication with the download manager, forwards the obtained device-identifying information to the content server over a public communication network, 10 receives media files over the public communication network from the content server, and distributes the received media files to the particular digital media playback device for playback on the particular digital media playback device. Methods, apparatus and system for providing media content to digital media playback devices are also described.

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